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WE CLAIM:

1. A computer-implemented method comprising:

5   electronically enabling a user to access a selection of items of content over the Internet;

electronically enabling the user to choose a specific item of content from the items of content available in the selection of the items of content;

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electronically enabling the user to access the specific item of content;

electronically enabling the user to interact with the specific item of content;

15   electronically determining a monetary value of the user interaction with the specific item of content;

electronically enabling the user to access over the Internet a selection of at least one of products and services;

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electronically enabling the user to choose a specific product or service available in the selection of the at least one of products and services;

electronically enabling the user to purchase the specific product or service; and

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electronically applying at least a portion of the monetary value of the user interaction with the specific item of content towards the purchase of the specific product or service available in the selection of the at least one of products and services.

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2. The method of claim 1 wherein the items of content comprise at least one of educational and cultural materials.

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3. The method of claim 1 wherein the items of content comprise samples of products or services offered in the selection of the at least one of products and services.

10   4. The method of claim 1 wherein the items of content comprise information pertaining to products or services offered in the selection of the at least one of products and services.

5. The method of claim 1 further comprising enabling another user to provide at 15 least a portion of the monetary value of the user interaction with the specific item of content.

6. The method of claim 1 wherein the monetary value is a discount;

20   7. The method of claim 1 wherein the items of content represent the products;

8. The method of claim 1 wherein the items of content comprise information regarding schools.

25   9. A computer-implemented method used in connection with a web site offering of at least one of products and services for a monetary value comprising:

enabling a customer communicating with the web site over the Internet to interact with at least one product or service available through the web site;

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determining a measure of the customer interaction with the at least one electronic product or service available through the web site;

determining a discount available to the customer based on the determined measure of the interaction; and

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enabling the customer to purchase at least one of the products or services available through the web site for a price adjusted in accordance with the determined discount.

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10. The method of claim 9 further comprising at least partially eliminating the discount if the customer exits the web site without making a purchase.

11. The method of claim 9 wherein the customer purchases the product or service
15 that the customer has interacted with.

12. The method of claim 11 wherein the product or service that the customer interacts with is a software product or service.

20 13. The method of claim 11 wherein the customer is presented with fluctuating price for the product or service as the customer interacts with the product or service.

14. The method of claim 12 wherein the product or service that the customer interacts with is a computer game and the step of interacting comprises playing the
25 game.

15. The method of claim 14 wherein the step of determining a measure of the customer interaction comprises determining a score earned by the customer as a result of playing the game.

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16. The method of claim 14 wherein the step of determining a measure of the customer interaction comprises determining a score earned by the customer as a result of playing the game within a time limit.

5   17. The method of claim 15 wherein the step of determining a discount comprises making the discount proportional to the score up to a monetary limit.

18. A computer-implemented method for determining whether an individual and an organization are compatible comprising:

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retrieving from memory a profile of the individual comprising stored characteristics of the individual;

retrieving a stored profile of the organization comprising fitness criteria adopted
15   by the organization; and

determining a measure of fitness of the individual and the organization by applying the fitness criteria to the characteristics of the individual.

20   19. The method of claim 18 further comprising determining if there is a match between the individual and the organization based on the measure of fitness.

20. The method of claim 19 wherein the fitness criteria includes a computational formula.

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21. The method of claim 20 wherein the formula includes conditional statements.

22. The method of claim 20 wherein the step of determining the measure of fitness further comprises applying the formula specified as the fitness criteria to values
30   included in the characteristics of the individual.

23. The method of claim 19 wherein the organization is a school.

24. The method of claim 19 wherein the organization is an employer.

5   25. The method of claim 19 further comprising providing the determination if there is compatibility between the individual and the organization to the individual over the Internet.

26. The method of claim 19 further comprising providing the determination if there 10   is a match to the organization over the Internet.

27. A method of providing advertisement to a user communicating with an advertising entity over a network, comprising:

15   sending e-mail containing an advertisement message specifying a monetary value associated with the message, wherein the monetary value is displayed before the user is capable of reading the advertisement;

receiving a response from the user indicating that the user has opened the e-20   mail; and

transferring the monetary value specified in the e-mail to the account of the user.

25   28. The method of claim 27 further comprising specifying an expiration date after which opening the e-mail does not cause transferring of the monetary value to the user's account.

29. A method of determining a path for an individual that would lead to acceptance 30   of the individual to a desired organization, comprising:

receiving over the Internet an identification of the desired organization;

retrieving a profile of the individual;

retrieving stored data relating to paths that lead to acceptance to the desired organization; and

producing a path leading to the acceptance to the desired organization based on the user profile and the stored data relating to the paths that lead to the acceptance to the desired organization.

30. The method of claim 29 wherein the organization is a school.

31. The method of claim 29 wherein the organization is an employer.

32. The method of claim 29 wherein the path is a career path;

33. The method of claim 32 wherein the career path is educational career path.

34. The method of claim 29 wherein the stored data relating to the paths that lead to the acceptance to the desired organization comprise rules provided by one or more experts.

35. The method of claim 29 wherein the stored data relating to the paths that lead to acceptance to the desired organization comprises stored histories of individuals previously accepted to the organization.

36. The method of claim 29 wherein the step of producing a path leading to the acceptance comprising retrieving an expert system rule relating to the acceptance to the organization and evaluating and executing the rule.

37. A computer system comprising:

software for enabling a user to access a selection of items of content over the Internet;

software for enabling the user to choose a specific item of content from the items of content available in the selection of the items of content;

software for enabling the user to access the specific item of content;

enabling the user to interact with the specific item of content;

software for determining a monetary value of the user interaction with the specific item of content;

software for enabling the user to access over the Internet a selection of at least one of products and services;

software for enablibg the user to choose a specific product or service available in the selection of the at least one of products and services;

software for enabling the user to purchase the specific product or service; and

software for applying at least a portion of the monetary value of the user interaction with the specific item of content towards the purchase of the specific product or service available in the selection of the at least one of products and services.

38. The system of claim 37 wherein the items of content comprise at least one of educational and cultural materials.

39. The system of claim 37 wherein the items of content comprise samples of

products or services offered in the selection of the at least one of products and services.

40. The system of claim 37 wherein the items of content comprise information pertaining to products or services offered in the selection of the at least one of products and services..

41. The system of claim 37 wherein the monetary value is a discount;

42. The system of claim 37 wherein the items of content represent the products;

43. The system of claim 37 wherein the items of content comprise information regarding schools.

44. A computer system supporting a web site offering of at least one of products and services for a monetary value comprising:

     software for enabling a customer communicating with the web site over the Internet to interact with at least one product or service available through the web site;

     software for determining a measure of the customer interaction with the at least one electronic product or service available through the web site;

     software for determining a discount available to the customer based on the determined measure of the interaction; and

     software for enabling the customer to purchase at least one of the products or services available through the web site for a price adjusted in accordance with the determined discount.

45. The system of claim 44 wherein the discount if the customer who exits the web site without making a purchase is at least partially eliminated.

46. The system of claim 44 wherein the customer purchases the product or service that the customer has interacted with.

47. The system of claim 46 wherein the product or service that the customer interacts with is a software product or service.

48. The system of claim 47 further comprising software for presenting a customer with fluctuating price for the product or service as the customer interacts with the product or service.

49. The system of claim 47 wherein the product or service that the customer interacts with is a computer game and interacting comprises playing the game.

50. The system of claim 47 wherein the discount is proportional to the score up to a monetary limit.

51. A computer system that determines whether an individual and an organization are compatible comprising:

software supporting interaction with users over the Internet

software for retrieving from memory a profile of the individual comprising stored characteristics of the individual;

software for retrieving a stored profile of the organization comprising fitness criteria adopted by the organization; and

software for determining a measure of fitness of the individual and the organization by applying the fitness criteria to the characteristics of the individual.

52. The system of claim 51 further comprising software for determining if there is a match between the individual and the organization based on the measure of fitness.

53. The system of claim 52 wherein the fitness criteria includes a computational formula.

54. The method of claim 53 wherein the formula includes conditional statements.

55. The system of claim 52 wherein the organization is a school.

56. The system of claim 52 wherein the organization is an employer.

57. A computer system for determining a path for an individual that would lead to acceptance of the individual to a desired organization, comprising:

software for receiving over the Internet an identification of the desired organization;

software for retrieving a profile of the individual;

software for retrieving stored data relating to paths that lead to acceptance to the desired organization; and

software for producing a path leading to the acceptance to the desired organization based on the user profile and the stored data relating to the paths that lead to the acceptance to the desired organization.

58. The system of claim 57 wherein the organization is a school.

59. The system of claim 57 wherein the organization is an employer.

60. The system of claim 57 wherein the path is a career path;

61. The system of claim 57 wherein the career path is educational career path.

5   62.   The method of claim 58 wherein the software for producing the path leading to the acceptance comprises an expert system.